

ELGIN MAKES SPLENDID RUN

Covers Distance Between Chicago and Miami, Fla., in 67 1-2 Hours.

One of the chief topics of conversation among motorists along the Dixie Highway was the recent record breaking run made by an Elgin Six from Chicago to Miami, Fla., in 67 1/2 hours actual running time. The trip was made over roads in many places almost impassable, under the most difficult and dangerous conditions, and over 12 hours of the time was made through heavy rains. The sturdy Elgin negotiated the steep, rocky mountain grades of Kentucky and Tennessee, the heavy mud and rough roads of Georgia and the deep sands and slippery, treacherous swamp trails of Florida, completing the trip of 1,828 miles without mishap and in perfect mechanical condition. Considering the unfavorable season and condition of the roads the performance of the Chicago built car is a noteworthy tribute to its power and stamina.

This same car had previously made a perfect score in the fifth annual tour of the West Michigan Pike automobile run, covering four days trip of 628 miles, averaging 25.4 miles to the gallon of gasoline and more than 200 miles to the cost of lubricating oil.

Another notable performance of the Elgin Six was the winning of an exciting race against a fast express train between Minneapolis, Minn., and Fargo, N. D., covering the distance of 552 miles without mechanical adjustment, establishing a record for durability and sustained power seldom equalled for a trip of that length.

Not content with this showing, the Elgin management entered three cars in the annual contest of the Chicago Motor Club, between Chicago and Bass Lake, Indiana, and return, a hard two days run. Competing against a big field of cars, many of them much higher priced than the Elgin, all three cars made perfect scores, and the official report of the contest committee showed that the Elgin Six had won all economy honors by averaging 25.6 miles per gallon of gasoline for the entire trip. The Elgin people claim this is the most remarkable economy record of the past season.

CHANDLER ROADSTER POPULAR

Increased Output Failed to Supply Dealers' Demands.

It isn't often that a new model has to sell itself to the factory and dealer organizations. This is practically what the Chandler four passenger roadster had to do.

When it was first produced every one thought it was attractive and would sell as well as any roadster had. But no one guessed that the public was going to come and take it away from them. In fact, one distributor wrote in when he heard that the company had planned to increase their production schedule on the model that they didn't expect him to take a lot of roadsters off their hands when summer came.

But by midseason there was hardly a distributor able to fill half his roadster orders from the allotments. Even the distributor who wrote the letter mentioned above was still telegraphing as late as December trying to increase his allotment.

The Brady-Murray Company, New York distributors for the Chandler, have been particularly successful with the model.

Met Shows in Three Places.

General Manager Roscoe A. Pickens of the Met Company is in New York this week. In Grand Central Palace he has the Met booth with the new Met touring and roadster models on view. At the Hotel Martineau the beautiful Victoria Met model is being shown while at the New York show rooms at 20 West Fifty-ninth street there is a new car in different colors, together with the low priced high duty one ton truck.

Vellie Sales Manager.



F. E. BRADFIELD.

Some years ago, forty, more or less, to be nearly exact, F. E. Bradfield was ushered into the world on Friday the 13th of November at Lowell, Mich. According to superstition the boy should have been unlucky through life, but this was not so. His first cry was for something to do, and he has been doing things ever since.

After completing grade school work in Lowell, Mr. Bradfield was sent to Grand Rapids, Mich., for a high school education, and later spent four years at the University of Michigan studying literature and science.

Leaving Ann Arbor in 1896 he engaged as an inspector of railroad ties. A rough and hardy work, which often carried him on snowshoes through the woods of Michigan, Minnesota and Wisconsin and into the very heart of the timber region.

Here again the "thirteen hoodoo" followed him; whenever he found a bunk it was usually No. 13—he worked for \$13 a week and stood it for thirteen months.

Returning to Grand Rapids Mr. Bradfield engaged in the retail carriage business. He prospered for several years. As the automobile came into general use and high grade carriage sales declined he went into the retail automobile business and soon became a prominent factor in the local trade.

In 1911 Mr. Bradfield gave up his own business to accept an offer made him by the manager of the Chicago Vellie branch to become his assistant. His executive and sales ability was early recognized by the factory and the following year he was moved to Boston as the Vellie branch manager for New England. Here again his work soon demanded recognition, and in 1915 he was given supervision of Vellie sales in the East. Mr. Bradfield established his headquarters at the Chicago Vellie branch and had begun to make things hum in the enormous task of agency supervision assigned to him when he was called to the Vellie factory in Moline, Ill., as general sales manager on January 1, 1916.

The increase in the sales of both Vellie "Sixties" Six pleasure cars and motor trucks under Mr. Bradfield's direction this past year has been remarkable. A production larger by 80 per cent. hundreds of new Vellie dealers and a more aggressive sales campaign throughout is but a partial result of his energy and accomplishment. Today the Vellie sales organization is recognized as one of the strongest in the automobile field.

Saxon Six Amphibious.

The Saxon Six is being hailed as an amphibious motor car by people in southern California. During the heavy spring floods a Saxon was the first car over the flooded area. Part of the way it drove over bridges formed of two planks for the wheels to run on.

STANDARD '8' USED ON HUNTING TRIPS

Johnnie Johnson, Distributor, Says Car Takes Mountain Trails on High.

"At home on mountain road or crowded city street" is the tribute of Johnnie Johnson, noted bicycle rider and automobile dealer, to the Standard Eight. And he should know, for he not only uses the Standard Eight but also sells it to his friends.

"When I go hunting," the bike rider says, "I go in a Standard Eight wherever the game is. I go right up mountain roads in a Standard Eight. The car doesn't wheeze at any grade. Up or down, she can take it on high."

"She is built that way. The Standard Steel Car Company of Pittsburgh is in a mountain region, and the car was built to go over any grade and then through populous streets without a change of gear. These builders are engineers trained in building noted railroad equipment, and all their science and all their manufacturing facilities have been brought to making a flexible car, a car in which a multimillionaire can't find a single thing lacking, whether for hunting or city use or both."

"After a hunting trip like this last one all I have to do is to throw the game off the car so as not to scare the children and horses, give the car a rub-down and then she goes out in the city streets as perfectly at home and as distinguished appearing as she's been on the mountain trails. If there's such a thing as a 'man of the world' certainly the Standard Eight is the car of the world."

DOBLE WILL MAKE 70 M. P. H.

Great Speed and Hill Climbing Ability Claimed for Steamer.

The Doble steam car, built by the General Engineering Company of Detroit, is according to the company the most powerful motor car ever built capable of sustained high power and speed.

Steam cars proved so fast some ten years ago that they were barred from the big motor car racing meets in order that true competition might exist, but that, of course, was in the day of short races and before the internal combustion motor had been fully developed.

The introduction of this new steam car has provoked a tremendous number of questions, prominent among which is that regarding the ability of a Doble to maintain high speed or climb the long steep hills encountered in some parts of the country.

Abner Doble asserts without hesitation that particularly in this respect will his car prove a revelation to every man who has ever ridden in or driven a steam car. He said yesterday:

"Our stock cars will all be capable of a sustained speed of at least 70 miles an hour, and will do 30 miles an hour indefinitely on a 20 per cent. grade. At a low speed the ability of the rear wheels to secure traction is the only necessary factor, whatever the grade."

"Of course it is possible for us to use steam more rapidly than we can make it, and we therefore have tremendous reserve power ready for temporary use, but I would venture to say that there are very few drivers capable of so driving a Doble as to bring the steam pressure much below normal."

"My generator has slightly over one hundred and fifty square feet of heating surface, while there is always about eight and one-half gallons of water in it. With this generator and the present combustion system we make steam from cold water in forty seconds, have a pressure of 200 pounds sixty-five seconds later and 600 in less than three minutes."

Cole Eastern Sla. Mgr.



WILLIAM L. COLT.

William L. Colt, senior member of Colt-Stratton Company, New York dealer in Dodge Bros. and Cole motor cars, became interested in automobiles through his early connection with the bicycle industry.

He was graduated from the mechanical engineering school of Cornell University in 1894. From 1899, when the American Bicycle Company was formed, until 1904 Mr. Colt was general sales manager of the Federal Manufacturing Company, which was one of the subsidiary companies of the American Bicycle Company. He then became president of the Cleveland Motor Car Company and for three years marketed the Cleveland car. He left the motor car business for a period of two years, during which time he was in the advertising field. He reentered the business in 1909, forming the Colt-Stratton Company, which became the general Eastern distributor for the Cole Motor Car Company of Indianapolis and which has represented this company ever since throughout the Eastern territory.

The Colt-Stratton Company handled the Cole exclusively until the fall of 1914, when it also became metropolitan distributor for Dodge Bros. On July 1, 1916, Mr. Colt was appointed Eastern sales manager for the Cole, and now as representative of that company is located in the United States Tire Building, 1730 Broadway. The active management of Colt-Stratton Company, which is now the second largest of Dodge Bros. dealers in the country, is in the hands of Harry L. Stratton, vice-president of the company.

MANY WOMEN AT SHOW.

Outnumber Men at Some Hours of the Day.

While yesterday was military and naval day at the National Automobile Show at Grand Central Palace, one would have imagined that it was "ladies' day." Judging from the large throngs of women who visited the exposition. At certain hours of the day there were more women present than men, clearly indicating, as many manufacturers have discovered, that women are the important factor to be considered in the majority of car sales.

"The Ladies Be Pleased" is the slogan to which manufacturers are paying more attention than ever before.

A new condition has arisen in connection with the many retail sales at the show this season. Whereas in the past buyers have requested April deliveries, as a rule the present show is finding a majority requesting immediate or February deliveries. The reason for this unquestionably is due to the fine spring-like weather which has greeted the show so far this season. There was considerable disappointment Saturday and yesterday when prospective purchasers ascertained that they could not secure new models of their favored makes for at least two months or so. The exhibitors generally declared that prospective buyers are making their decisions more quickly than heretofore, for they realize the brisk demand for 1917 models means that unless orders are placed at once a number of makers will not be able to deliver until late in May or June.

Not only are the gasoline cars attracting attention here, but the electric vehicles as well are making their appeal to a great many. One of the most interesting of these is the new Dey Electric which weighs less than the Ford and has its entire power plant mounted in the rear axle, the invention of Herman A. Steinmetz. Among the other electricals that are meeting with popular approval are the Baker, the H. and L., the Detroit Electric, the Milburn and the Waverly.

Saxon Company Ships 150 Cars Daily. It is not quite three years since the Saxon Motor Car Corporation shipped its first automobile. To-day the company is shipping more than 150 cars a day.

PAIGE CARS ARE ADMIRER BY ALL

Their Beauty Is Not Skin Deep and That Is What Attracts.

"I'll admit the Paige is a stunning looking car," remarked a well known motorist the other day to the president of the Paige-Detroit Motor Car Company, Harry M. Jewett, whom he found at the automobile show, "but really now, Mr. Jewett, aren't you just a bit arrogant, a little bit boastful in flatly announcing your new models as 'the most beautiful car in America'?"

"Just what do you mean?" asked Mr. Jewett.

"Well," said the motorist, "you might expect a manufacturer of cars in the \$3,500 or \$5,000 class to adopt such a slogan. He must put an excess of beauty, refinement, luxury and all that sort of thing into his car if he is to get by with his price. But the Paige is in a much lower price class and I would think therefore that you would have a much harder task to carry conviction with your slogan, 'the most beautiful car in America.'"

"Slogans," Mr. Jewett replied, "are of several kinds, or rather they come from various sources. Sometimes the manufacturer deliberately manufactures his slogan, and then hopes his car will live up to it. The conscientious ones will regard it as an ideal to live up to, a goal to reach and thus it becomes an incentive to greater things."

"But while some slogans are made, others are thrust upon us. The most beautiful car in America is not a phrase conjured up in our advertising or sales department. It was presented to us by the public. We have been impressed with the fact that Paige owners have so described our car. The phrase was current before we ever adopted it. So we came to the conclusion that if people were calling the Paige 'the most beautiful car in America' it was no breach of modesty for us to use it ourselves. The public made the slogan. We had nothing to do with it."

Curtains Open With Doors.

Passengers in the new seven passenger touring roadster manufactured by the Pathfinder Company do not have to freeze their fingers undoing curtains when getting in or out of this modern car on cold days. The construction is such that the curtains open with the door, thus doing away with much confusion and annoyance.

reach and thus it becomes an incentive to greater things.

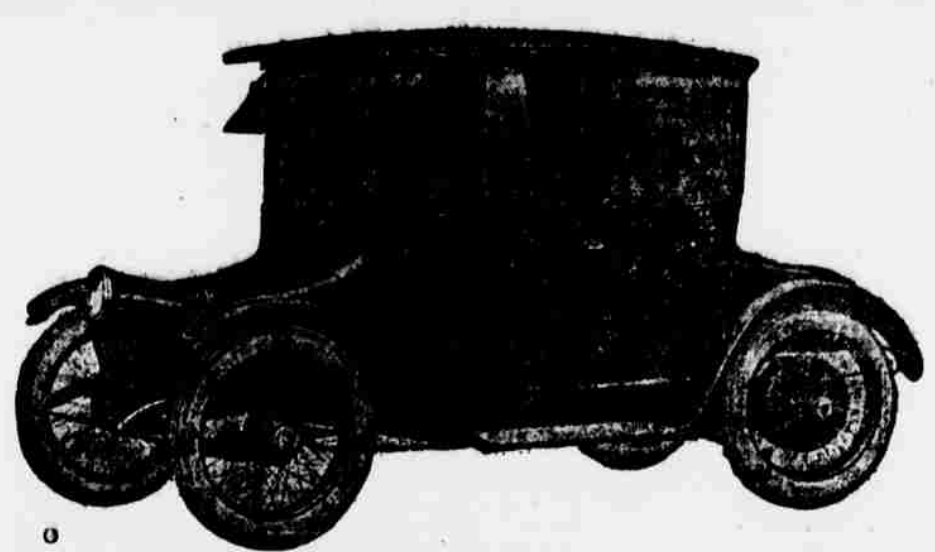
"My idea," said the motorist, "was merely that beauty might be associated in the public mind with a costly luxury and that therefore people would think only in this connection of cars of a much higher price."

"Beauty," Mr. Jewett answered, "depends on line and design and not on superficial fixing. It is independent of luxury. We do not say 'the most luxurious car,' but 'the most beautiful car.' From the first moment the Paige design was introduced it was conceded to be the most beautiful on the market and it exerted a very potent influence on the design of all high class cars. In looking at the Paige the public said, 'Aside from all questions of price, this is the most beautiful car in America.' So there you are."

Now a Detroit Electric for \$1775

Automobile Show Exhibit Booth B—Second Floor.

Detroit Electric



Now a Detroit Electric for \$1775

That line will bear repetition. Read it again—Now a Detroit Electric for \$1775.

For ten years the Detroit Electric has borne the reputation of being the finest enclosed car built. It is matchless among all-year cars in design, in quality of construction, and in modern refinements.

And the world of enclosed car purchasers knows this. Though there are cars of higher price and cars of lower price, far more Detroit Electrics are bought than any other enclosed car either of gasoline or electric type.

This model 68, at \$1775, in every feature, every refinement, every detail is typically Detroit Electric in quality and workmanship.

It is a car we are proud to give the name Detroit Electric.

ANDERSON ELECTRIC CAR CO.,

Telephone Columbus 3725-6.

342 Flatbush Ave., Brooklyn.

9 Hill St., Newark, N. J.

20 Central Park West, N. Y.

318 Main St., New Rochelle, N. Y.

1043 Broad St., Bridgeport, Conn.

The Economical Car

This car can be garaged—washed—polished—oil-ed—and charged with electricity on the best electric Garage in New York City for \$40.00 per month and delivered to and from your home for \$1.50 per week.

Think of the Economy—Think of the Convenience. If used in Suburban territory you can charge the car in your own Garage at from \$7.50 to \$12.50 per month.

Make this decision to-day—

See the DETROIT ELECTRIC

Compare its comfort with the costliest cars.

Figure its modest upkeep.

Learn its ease of operation.

And then you will appreciate what joy this great car will bring into your motor life.



Universal Wonderment At All This Finger-Lever Does

- 1. Visitors at the Automobile Show marvel at the simplicity of the Owen Magnetic every day.
- 2. One little finger-lever on the steering wheel does all the work. You start and stop, increase or diminish—and float along at any speed, like coasting. No gear-shifting.
- 3. Traffic dangers vanish because the full power of the Owen Magnetic is your servant every second.
- 4. The brake is magnetic as well as the transmission, starting and lighting—ALL under the same dependable magnetic unit.
- 5. Classic triumphs of coach builders' art on exhibition at the Show—or Booth B 28.
- 6. Demonstration by appointment. Phone 898 Circle.

BAKER R. & L. CO., Inc., Broadway & 57th St., New York

OWEN MAGNETIC CAR CO. of N. J., 12-14 William St., Newark, N. J.

Built by the Baker
Rough & Lang
Corporation, \$5-
000,000 capital-
ization, and finan-
cially allied with
the General Elec-
tric Company.



"The Car of the Hour"

For five days hundreds of Motor Thoroughbreds have had fixed upon them the searchlight of the buying public's most critical examination.

Already the verdict has been rendered.

One car stands out so clearly in the lead in beauty, style and mechanical excellence that it

has proven itself to be "THE CAR OF THE HOUR."

Visit Space C-22 and see for yourself why the beautiful Elgin Six has been generally conceded to be the biggest value at the Big Show.

And you too will join the multitude who are asking "How can they do it at

Ask for "Elgin Win-
nings"—the remark-
able story of Elgin
triumphs during 1916

\$985

Elgin Six

CHICAGO